



May 9, 2024

For over 50 years, the Phoenix AKARAMA Foundation has hosted a Fashionetta® to raise funds for its programs. We are excited to provide you with the opportunity to submit a proposal for the Fashion Show portion of the event.

The proposal is due by Friday, May 27, 2024. We will notify you of our decision by June 1, 2024.

Information that may be helpful

- Date of the event: Saturday, December 7, 2024.
- Type of event: In person – The Westin Kierland Resort & Spa, Scottsdale, Arizona
- Start time: to be confirmed, but the event has a hard stop of 1pm.
- Audience size: approximately 800 people.
- The audience will be primarily career driven and affluent African American women and men from the Phoenix Area.
- Clothing should not be vintage.
- We will provide one night lodging, max two per room for models.
- We will require some marketing materials from you to assist in the promotion of the show.
- You are welcome to have furs in your segments.
- We expect your support to follow all guidelines that may be required by local health authorities, the venue, the Foundation or Alpha Kappa Alpha Sorority, Inc. at the time of the event.

Your proposal should assume a 60 minute fashion show. It must include:

- The cost for producing two 30 minute segments to allow for a 10 minute intermission.
- 5-6 scenes. One scene must be Pink and Green clothing and one scene must be a wedding scene.
- Names of clothing designers. We want the clothes to be upscale fashion by prominent designers. They do not all need to be African American designers. We do not want fast fashion or clothes that one could purchase off the rack at a department store (i.e. Macy's or Dillards) or online (i.e. Shein, Temu, or Fashion Nova). Clothing available at Neiman Marcus would be appropriate.
- Models must wear appropriate undergarments for the clothing being worn. (i.e. foundation wear)
- There is to be no solicitation or selling of items to our customers without the express written consent of the AKARAMA Foundation.
- 12-16 models (both male and female) of a variety ages and body types, but models must be fit.
- Transportation requirements (if any).
- You will be solely responsible for obtaining any necessary licenses or permission to perform, broadcast, transmit, or display any copyrighted works (including without limitation, music, audio, or video recordings, art, etc.) that may be used or requested to be used at the Hotel.
- Theme is Timeless Pearlfection.
- Designs should follow our theme.

With your proposal, please submit a short video of your work or direct us to your website where we may view your work.

When submitting all proposals, please address them to the Phoenix AKARAMA Foundation, PO Box 64971, Phoenix, AZ 85082 Ms.Joi Fletcher- Tri-Chair. Proposals should be emailed to: fashionetta@phxakarama.org

Should you have any questions please feel free to contact me. I am looking forward to hearing from you and seeing your proposal. For more information about the Phoenix AKARAMA Foundation, please refer to our website: phxakarama.org

Thank you,

Joi Fletcher

Ms. Joi Fletcher

2024 Fashionetta
Tri-Chair